

REMARKS

In accordance with the foregoing, claims have been neither amended nor cancelled. Claims 1-19 are pending and under consideration.

REJECTIONS UNDER 35 U.S.C. § 103:

It is noted that there are typo errors at "4) claims 1-13 are pending" and "6) claims 1-13 are rejected" at the disposition of claims on page 1 of the Office Action. It appears that the claims should be corrected to refer to claims 1-19.

Claims 1, 3-6, 8-11, 13-16, and 18-19 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Kondoh et al. (U.S. Patent Publication No. 2001/0056377) in view of Moore (U.S. Patent No. 6,330,575) and further in view of Brohoff (U.S. Patent No. 6,108,533).

The Office Action acknowledges that neither Kondo et al. nor Moor et al. discloses a shopping mall organized according to geographic information of the plurality of agencies or stores. However, the Examiner takes the position that "Brohoff discloses a geographic database used in a number of different ways and for example in fig. 4, there are illustrated examples of different applications within a shopping mall. The inquiring party is interested in obtaining information from the geographic database concerning the service area. And specific information will be given as to identifying anyone of the establishments and how to reach that particular establishment, i.e. the location within the shopping mall where the establishment is located."

By way of review, Brohoff sets forth "Referring next to FIG. 5, there is shown an illustrative macrosystem within which the geographic database of the present invention is implemented. In this example, the size of each of the cells 61, 62 and 63 is relatively large and each covers multiple geographic zones defined within the database. Thus, because of the size and the application, the neighboring zone concept is applied to the retrieval of information from within the database. The inquiring mobile station 19 within the originating geographic area 34a is shown as the central point of inquiry and the location about which geographic information is supplied to the database." (col. 6, lines 27-37). Further, Brohoff is directly related to radio telecommunication systems. Therefore, the information provided to a subscriber is based on a mobile station where the subscriber is located.

In contrast, the present application is directly related to an integrated internet shopping mall management system providing an agency product information received from the agency web browsers corresponding to respective cyber agency shopping malls to the customer web browser organized according to geographic information of the respective plurality of agencies. In addition, Brohoff is directly related to a geographical information system based on a location of the mobile station, rather than a cyber shopping mall management system not restricted to a

location of a user . As such, Brohoff fails to disclose “a shopping mall web server that forms a cyber agency shopping mall for each of a plurality of agencies, provides the agency product information received from the agency web browsers corresponding to respective cyber agency shopping malls to the customer web browser organized according to geographic information of the respective plurality of agencies” as recited in claim 1. Accordingly, it is respectfully submitted that the combination of Kondoh et al., Moor et al. and Brohoff does not disclose or suggest the invention recited in claim 1.

Regarding claim 3, the Office Action acknowledges that Kondoh et al. fails to disclose a payment server. However the Examiner sets forth that Moor et al. teaches the use of a payment server, i.e. a transaction server in a distributed environment (multiple stores utilizing the same transaction server). Furthermore, the Office Action alleges that “Brohoff is used in combination with other references to disclose a geographic database that contains geographic information about an organization, agency or shop within the mall and customer can browse the Internet to retrieve information about the location, product information.”

By way of review, Brohoff discloses “the present invention includes accessing information within a geographical database associated with a radio telecommunications system serving mobile stations moving over a geographic area.”(col. 2, line 65- col. 3. line 2). Accordingly, the information in Brohoff is limited to a location of a service area but “geographic information for display according to a geographic input received from a connected customer web browser” recited in claim 3 is not. Furthermore, the Examiner’s comments do not address “an agency connecting unit receiving agency product information from corresponding agency web browsers through the Internet, relating a plurality of offline agencies according to geographic information for display according to a geographic input received from a connected customer web browser,” as recited in claim 3. As such, it is respectfully submitted that the combination of Kondoh et al., Moor et al., and Brohoff does not disclose or suggest the invention recited in claim 3.

Regarding claim 4, the Office Action sets forth that Kondoh et al. teaches a cyber agency connecting unit having at least one hyper link corresponding to at least one web page provided by the plurality of cyber agency web servers, and that connects one of the cyber agency web servers decided by selection information received from the customer web browser, to the customer web browsers.

By way of review, Kondoh et al. discloses the relevant shop information is retrieved with reference to the shop layout DB. Further, the relevant goods information is displayed and the shop information and goods information is formed and transferred to a requesting source (paragraph [0030]). However Kondoh et al. fails to disclose “a cyber agency connecting unit having at least one hyper link corresponding to at least one web page provided by the plurality of

cyber agency web servers, and that connects one of the cyber agency web servers decided by selection information received from the customer web browser, to the customer web browser" as recited in claim 4. As such, it is respectfully submitted that the combination of Kondoh et al. and Moor et al. does not disclose or suggest the invention recited in claim 4.

In addition, claim 5 is deemed patentable due at least to its depending from claim 3 , as well as for the additional features recited therein.

Regarding claim 8, the Office Action acknowledges that neither Kondoh et al. nor Moor et al. discloses a shopping mall organized according to geographic information of the plurality of agencies of stores but Brohoff discloses a geographic database used in a number of different ways of and for example in fig. 4, there is illustrated examples of different applications within shopping mall.

By way of review, Brohoff discloses the specific information provided by the geographic database with respect to each of these hits may include geographic information on how to get to each of the locations. However Brohoff fails to teach or suggest "providing, on request of a customer web browser, an organization of the agencies according to geographic information of the agencies and from which the customer selects in order to select the agency, and providing agency product information of the selected agency to the customer web browser through an Internet" as recited in claim 8 (emphasis supplied). As such, it is respectfully submitted that the combination of Kondoh et al., Moor et al. and Brohoff does not disclose or suggest the invention recited in claim 8.

Claims 9, and 10 are deemed patentable due at least to their depending from claim 8, as well as for the additional features recited therein.

In addition, claims 13-16, and 18-19 are also submitted to be allowable for at least similar reasons as claim 8, as well as for the additional recitations therein.

Claims 2, 7, and 12 are rejected under U.S.C. 103(a) as being unpatentable over Kondoh et al. in view of Moor et al. as applied to claims 1, 3, and 8 above, and further in view of Brohoff (U.S. Patent No. 6,108,533).

The Office Action acknowledges that neither Kondoh et al. nor Moor et al. teaches that the plurality of cyber agencies is divided according to regions in which each offline agency is located. However Brohoff discloses a plurality of cyber agencies such that, when the customer selects one of the regions in a map displayed by the cyber agency connecting unity through the customer web browser, the hyper links of all the cyber agency web servers related to the region are displayed, and the customer is enabled to select the cyber agency web server corresponding to the offline agency the customer wants (fig. 3).

By way of review, Brohoff discloses "it is generally of interest to know the geographic location of the mobile station of the inquiring party but it may also be of interest to know the position of other specific mobile subscribers within the system in order to satisfy an inquiry of the geographic database. Such geographic position information can be obtained, in certain cases, from knowledge as to the existing location or registration facilities, i.e., cells or location areas, which is used together with the geographic database to obtain information. The geographic database contains geographic information about each location area within the system."(col. 5, lines 54-64). However, Brohoff fails to teach or suggest "wherein the agencies are divided according to regions in which each offline agency is physically located." as recited in claim 2.

As such, it is respectfully submitted that the combination of Kondoh et al., Moor et al. and Brohoff does not disclose or suggest the invention recited in claim 2.

In addition, claims 7 and 12 are also submitted to be allowable for at least similar reasons as claim 2, as well as for the additional recitations therein.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

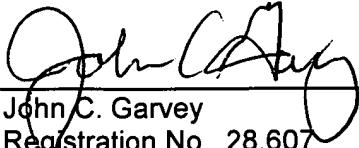
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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